



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

W K X Q 11-1-79

x W F R C (3-25-47)

x W M L S

Date first licensed 11-6-47

Call letters

ROCKINGHAM RADIO CORPORATION (eff. 6-30-80)

LOCATION: REIDSVILLE, NORTH CAROLINA

x TRAVIS BROADCASTING, INC. (AL gr 1/12/76 EFF: 2/6/76)

x W F R C, INC. (AL 8-21-72; EFF: 10-1-72)

x Statesville Broadcasting Company, Inc. (AL 3-29-72 EFF: 4-27-72)

x ROCKINGHAM BROADCASTING COMPANY, INC. (AL 11-23-66)

Name of licensee x PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

On State Highway No. 87, 1.5 miles west of Reidsville,

Transmitter location North Carolina (MP 2-6-47) (Lic. 11-6-47)

On State Highway No. 87, 1.5 mi. West of Reidsville, N. C. (Let. 5-9-55)

x #18 Gilmer Street, Reidsville, N.C. (Lic. 11-6-47)

Main studio location x To be determined, Reidsville, North Carolina (MP 2-6-47)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
B3-P-4164	10-4-46	1600	1kw*	U	
Order issued - CP for new station granted subject to filing MP for minimum operating power of 1kw and T site and *DA system which will not exceed specified radiation values.					
B3-P-4164	2-6-47	1600	1kw*1kw-LS	U	4-6 10-6-47
B3-MP-2339	Mod. CP(4164) for approval of 1kw power day and night, install DA and approval of T site				
BMP-2762	5-29-47	Mod. CP(4164 as mod.) to change type of transmitter.			
BMP-3183	10-3-47	Mod. CP (4164 as mod.) for extension of completion date.			4-6 11-6-47
BL-2752	11-6-47	1600	1kw*; 1kw-LS	U	11-6 11-1-50
BZ-2592	Lic. to cover CP (4164 as mod) for specify studio site and determine operating power by direct method. *DA-N				a new station
BR-1625	10-23-50	1600	1kw*1kw-LS	U	11-1 11-1-53
			*DA-N		
BR-1625	10-7-53	RENEWAL OF LICENSE			11-1 12-1-54
BR-1625	11-3-54	Renewal of license			12-1 12-1-57
BR-1625	11-13-57	***Renewal of license***			
BR-1625	11-13-57	1600	1kw*DA-N	U	12-1 12-1-60
	11-30-60	Commission deferred action on renewal pending further consideration.			
BZ-4517	3-14-63	1600kc	1kw-DA-N	U	3-14 12-1-63
BR-1625	Authority to determine operating power by direct measurement of antenna power. (AND RENEWAL OF LIC.)				
BR-1625	3-16-64	Renewal of License			3-16 12-1-66
BR-1625	11-18-66	Renewal of License			12-1 12-1-69
BAL-5882	11-23-66	Voluntary assignment of license to ROCKINGHAM BROADCASTING COMPANY, INC.			
TELEGRAM	10-17-67	PSA	500w		
BR-1625(L)	10-15-70	RENEWAL & NDEA			12-1-72
BAL-7532	3-29-72	VOL. AL	EFF: 4-27-72		
EBSA	5-25-72				
BAL-7611	8-21-72	Vol. AL	EFF: 10-1-72		

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W F R C

Station location

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
BR-1625(L)	12-6-72	RENEWAL			12-1-75
BS-1625(L)	10-25-74	chg direction	antenna		sys (p.2)
BR-1625(S)	11-19-75	Renewal			12-1-78
BAL-8539	1/12/76	Vol AL	EFF: 2/6/76		
BTC790621FC	8-31-79	VOL. TC		EFF:	9-7-79
BR-780731UA					
BZ-9783(L)	8-8-79	Renewal	of License and Modification		12-1-81
EP SA	11-1-79	chg call			
LD 4-14-80	6-30-80	LICENSEE NAME CHANGED			

APPLICATION RECORD - BROADCASTING

Call

Letters NEW WMLSName PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

(P.O. c/o Harold T. Williams, Reidsville Furn. Co., Reidsville, N.C.)

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-4164 Rec'd	10-15-45	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1600 kc Power: 500w. 1kw LS 1kw DA-N Hours of Operation: Unlimited time Trans. Location: On U.S. Highway 158 2 mi. N.W. of Reidsville, N. C. Studio Location: To be determined, Reidsville N. C. (Filed by Frank U. Fletcher, Atty.; Paul A. de Mars, Engr.)	DOCKET NO. 6833	
	10-19-45		GRANTED AFTER HEARING ORDER B-251 10-4-46 granted for 1kw day and night subject to filing MP for 1kw minimum power and T site and DA system which will not exceed specified radiation values - Order issued Issued with MP-2339	

(See Card 2 a for amendment)

W.E. 443-A-1 Transmitter

APPLICATION RECORD - BROADCASTING

#2

Call W F R C
Letters X W M L SName PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-2339	11-18-46	Modification of Construction Permit (B3-P-4164, which authorized a new standard broadcast station) for aproval of 1kw power day and night, installation of directional antenna for night use and approval of transmitter location at 1.5 miles west of the city of Reidsville, on State Highway #87, Reidsville, N. C.	GRANTED	2-6-47
Rec'd	11-20-46			
Filed	11-20-46			
		Frank W. Fletcher, Atty Paul A. DeMars, Engr.		

APPLICATION RECORD - BROADCASTING

Card 2 a

Call W F R C
Letters W M L SName PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BP-4164) continued from Card #2				
AMENDED Recd. Filed	9-30-46 10-2-46 10-7-46	AMENDED to change power <u>from</u> 500w 1kw LS <u>to</u> 1kw; install DA at night using non-directional day and change transmitter location <u>from</u> On U.S. Highway 156, 2 mi. NW of Reidsville, N.C. <u>to</u> On State Highway No. 87 approx. 1.5 miles west of the City of Reidsville, N. C.		

APPLICATION RECORD - BROADCASTING

#3

Call

Letters W F R CName PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2762 Rec'd Filed	5-10-47 5-13-47 5-13-47	Mod. of C.P. (B3-P-4164, as mod., which authorized a new standard broadcast station) to change type of transmitter (Raytheon RA-1000)	GRANTED	5-29-47
BMP-3183 Rec'd Filed	9-25-47 9-26-47 9-26-47	Mod. of C.P. (B3-P-4164, as mod., which authorized a new standard broadcast station) for extension of completion date from 10-6-47 <u>to</u> 11-6-47.	GRANTED GRANTED	10-3-47

APPLICATION RECORD - BROADCASTING

#4

Call
Letters **W F R C**Name **PIEDMONT CAROLINA BROADCASTING COMPANY, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
EL-2752 Rec'd Filed	10-11-47	License to cover C.P. (B3-P-4164, as mod.,) which authorized a new standard broadcast station and specify studio location as #18 Gilmer Street, Reidsville, North Carolina, and	GRANTED	11-6-47
	10-14-47			
	10-14-47			
BZ-2592 Rec'd Filed	10-11-47	Authority to determine operating power by direct measurement of antenna power. (Frank U. Fletcher, Atty.)		
	10-14-47			
	10-14-47			
BR-1625 Rec'd	8-24-50	Renewal of license <i>dec. 1950</i>	Granted	10-23-50
	8-28-50			
BR-1625 Rec'd Filed	7-21-53	Renewal of License	GRANTED	10-7-53
	7-22-53			
	7-22-53			

APPLICATION RECORD - BROADCASTING

Call
Letters W F R C

Name PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1625 Rec'd. Filed	7-23-54 7-26-54 7-26-54	Renewal of License	GRANTED	11-3-54
BR-1625 Rec'd Filed	8-23-57 8-26-57 8-26-57	Renewal of license.	GRANTED	11-13-57
BR-1625 Rec'd Resub. Rec'd & Filed	8-15-60 8-16-60 9-24-60 9-26-60	Renewal of license	RETURNED Appl. signed by Manager GRANTED (Issued with BZ-4517)	9-22-60 3-14-62
BZ-4517 Rec'd Resub. R. & F.	8-7-61 8-8-61 9-1-61 9-5-61	Authority to determine operating power by direct measurement of antenna power.	RETURNED Section 302(b) cited. Signed by Manager. GRANTED (ISSUED WITH RENEWAL 11-13-61)	8-29-61 3-14-62 10-30-61

FORM BC-121 # 6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W F R C

Name ~~Rockingham Broadcasting Company, Inc.~~
* PIEDMONT CAROLINA BROADCASTING COMPANY, INC.
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-1625 Rec'd Filed	8-12-63 8-14-63 8-14-63	Renewal of license	GRANTED	3-16-64
BR-1625 R & F -----	8-11-66 8-17-66	Renewal of license Atty- Mallyck & Bernton	GRANTED	11-18-66
HAL-5882 R & F	8-11-66 9-26-66	Voluntary assignment of license to ROCKINGHAM BROADCASTING COMPANY, INC. Atty - Mallyck & Bernton	GRANTED	11-23-66
BR-1625 R & F #539643 \$75 PN Press SEP 23 1969 201-9-25-20	8-15-69 9-2-69 8-18-69	Renewal of license AMENDED 11-18-69 re: commercial matter, balance sheet & business interests AMENDED 6-9-70 re: engineering exhibits	GRANTED	10-15-70

APPLICATION RECORD - BROADCASTING

1600kc

WFRG, INC.

XStatesville Broadcasting Company, Inc.

Call
Letters

WFRG

Name XROCKINGHAM BROADCASTING COMPANY, INC.

Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BZ-7622 R & F DM PRESS	6-4-70 6-9-70 8-25-70 AUG 28 1970	Direct Measurement.	Granted	10-15-70
BAL-7532 R & F FEE PD: \$250.00 #047983 CODE 053 (Form 316) MAR 14 1972	1-25-72 3-6-72	Voluntary assignment of license to STATESVILLE BROADCASTING COMPANY, INC. Mallyck & Bernton - Atty. (SEE OVER)	GRANTED EFF:	3-29-72 4-27-72
BAL-7611 R & F FEE PD: \$1000 #078787 CODE 047 Pub. notice filed 7-31-72	5-25-72 6-1-72 JUN 21 1972	Voluntary assignment of license to WFRG, INC. Atty for assignor - Mallyck & Bernton For assignee - Stambler & Shrinsky (SEE OVER)	GRANTED Req. grant fee \$5,000.00 EFF: 10-1-72 Paid: \$2,500, 048, 10-12-72 W 117786 Paid: \$2,500, 048, 11-13-72 W 126883	8-21-72

APPLICATION RECORD - BROADCASTING

1600 kc

TRAVIS BROADCASTING, INC.

Call
Letters W F R C

Name **xWFRG, Inc.**

REIDSVILLE, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1625 R & F PN Recd. PRESS	8-2-72 9-5-72 "	RENEWAL OF LICENSE	GRANTED	12-6-72
SEP 19 1972				
BR-1625 R & F PN Recd. PRESS	7-28-75 7-30-75 "	RENEWAL OF LICENSE Jason L. Shrinsky, Atty. AMENDED 10-10-75 re: demographic study of area	GRANTED	11-19-75
AUG 19 1975				
BAL-8539 R & F FEE PD: \$200 # 490008 CODE 047 NOV 10 1975 PN filed	10-17-75 10-20-75 12/31/75	Voluntary assignment of license to TRAVIS BROADCASTING, INC. (SEE OVER) Atty - Stambler & Shrinsky, P.C. AMENDED 10-22-75 - replacement schedule (Exh.B)	GRANTED EFF: FEE REQ	1/12/76 2/6/76 Pd 3/19/76 W 542905

RE: PAL-8539 - ATTY WAS CALLED (11-7-75 - Proj. bal. sheet
not filed(exh.1) & Exh.7 re comm. needs & problems;Exh.11?
AMENDED 11/13/75 - Include balance sheet; community needs
public survey & EEOP

AMENDED 12-23-75 - statement re financing

APPLICATION RECORD - BROADCASTING

1600khz.

Call
Letters W F R C

Name TRAVIS BROADCASTING, INC.
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR780731UA R & F PRESS	7-16-78 7-31-78 AUG 7 1978	RENEWAL OF LICENSE Atty: James M. Weitzman	GRANTED Issued with BZ-9783	7-16-79
BTC 790621FG FORM 315 PRESS: JUL 9 1979 PNF filed 7/25/79		Vol TC from Charles C. Travis and Jessica F. Travis to James E. Casto, William J. Baird III, Frank Justice, et al (9 stockholders) Atty for transferor - Stambler & Shrinsky for transferee - Miller & Fields (over)	GRANTED EFF:	8-31-79 9-7-79

AMENDED 6-26-79 re: changes in stockholdings
BTC/FG RE: Sec. I page 2 & 4, Ownership report

AMENDED 7-12-79 re: ascertainment data

AMENDED 8-8-79 re: proposed programming

AMENDED 8-20-79 re: descrip. of trans.; Guaranty Agree;
and SBA loan guaranty & amend. to term loan agree.

AMENDED 8-23-79 re: financial data; bank ltrs. and guar-
anties and commitments to loan assumption

APPLICATION RECORD BROADCASTING

W K X Q

1600khz

Call Letters: ~~W~~ F R C

#10

ROCKINGHAM RADIO CORPORATION

Name: ~~X~~ TRAVIS BROADCASTING, INC.

Station Location: Reidsville, North Carolina

File No.	Date	Description	Action and Date
BZ-9783 R & F DM PRESS JUL 20 1979	5-25-78 4-30-79	Direct Measurement Atty: James M. Weitzman(Stambler & Shrinsky)	GRANTED 8-8-79 issued with RENEWAL
LETTER DATED PRESS (0)	4-14-80 JUN 19 1980	Filed by Mark E. Fields Request to change Name of Licensee to: ROCKINGHAM RADIO CORPORATION.	GRANTED 6-30-80

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

